



Accomplishments & Program Highlights

FY 2009 – 2010

The Office of Privacy Protection was in transition again, moving in May 2009 from its one-year affiliation with the State Office of Information Security to become a separate office in the State and Consumer Services Agency. The fiscal year saw the start of a new project of providing assistance in remediating identity theft cases involving foster youth and the end of another, with the issuance of a report on the use of Social Security numbers in higher education.

INFORMATION & EDUCATION

Consumer Education Materials

- *CIS 13: Is a Personal Health Record Right for You?* (2/10)
- *Protect Your Personal Information, Even When You No Longer Need It*: Fact sheet on secure disposal of personal information for California Data Privacy Day (1/28/10)

Workshops and Seminars

- 20 for consumer and community groups, including:
 - 4 legislator and one congressional town hall meetings on identity theft.
 - 3 on cyber safety for children
- 28 for business, government and professional groups, including:
 - 9 continuing privacy education sessions for state employees

California Data Privacy Day

Governor Arnold Schwarzenegger proclaimed January 28, 2010 as the second California Data Privacy Day, joining with other states, Canada and 27 European countries to raise awareness of data privacy practices and rights. The Office marked the day by conducting an educational webinar on the secure disposal of personal information, in both paper and digital format.

POLICY
DEVELOPMENT

- College and University Social Security Number Task Force: COPP convened representatives of public and private higher education institutions, privacy advocates and other stakeholders to prepare a report mandated by Education Code § 66018.55 on the use of SSNs in higher education. The report was delivered to the Senate and Assembly Judiciary Committees on 7/1/10.
- State Government Privacy Policy: COPP provided consultation and advice to the State Information Security Office on the development of privacy policies, procedures, standards, and guidelines for state agencies,
- Electronic Health Information Exchange: As a member of California Privacy and Security Advisory Board to the California Secretary of Health and Human Services, the Chief contributed to the development of privacy and security standards for electronic health information systems.
- Homeland Security: As a member of U.S. Department of Homeland Security's Data Privacy and Integrity Advisory Committee, the Chief contributed to recommendations on privacy impact of DHS programs, including verification of employers in the E-Verify program, addressing privacy impacts in grants to states, privacy guidelines for the information-sharing environment, and elements of effective privacy redress.
- High Technology Crime: As member of Advisory Committee on High Technology Crime, the Chief coordinated with regional law enforcement task forces on identity theft and related issues.
- Personal Information in Research: As a member of the Vital Statistics Protection and Advisory Committee to the California Department of Public Health and the SB 13 Advisory Committee to the Committee for the Protection of Human Subjects, the Deputy Chief participated in the review of privacy and security impacts of proposed research projects.
- Legislative and Regulatory Policy: Submitted comments on privacy impacts of proposed policies and legislation, including analyses of 8 proposed state bills.

CONSUMER
& BUSINESS
ASSISTANCE

Calls and E-mails

- Responded to 3,378 initial calls, e-mails and letters.
- 84% from consumers, 9% from businesses, 7% from government.

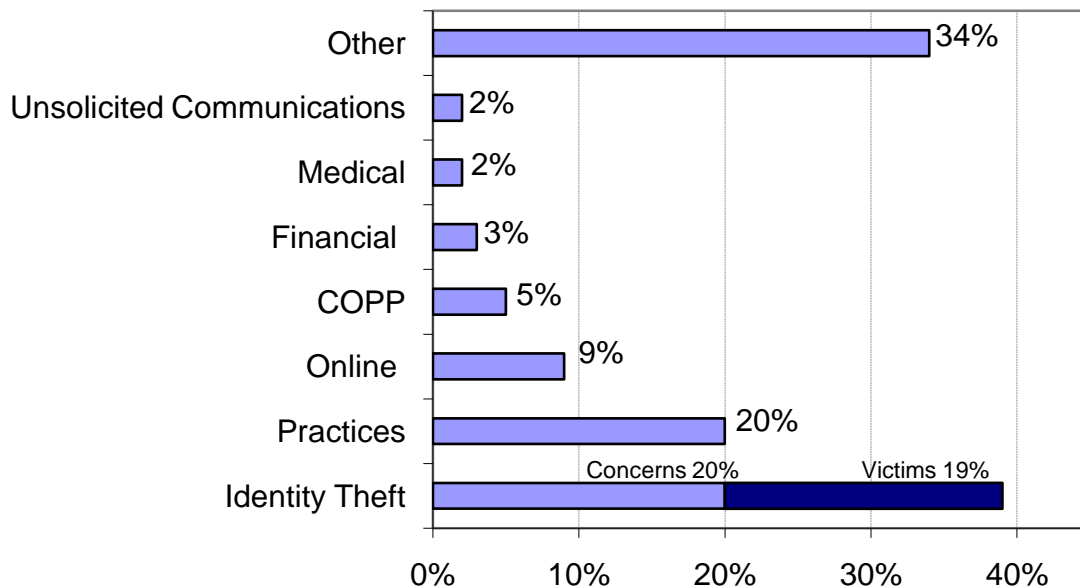
Data Breach Assistance

- Responded to 181 calls and e-mails (included in total above) from recipients of breach notices and organizations preparing to notify. Provided individuals with information on steps to take, and businesses with assistance in responding to breaches.

Foster Youth Identity Theft Assistance

- Worked with County Welfare Directors Association, Department of Social Services and credit reporting agencies to develop effective procedures for providing assistance in remediating identity theft against minors in foster care, per Welfare & Institutions Code §10618.6.

INITIAL CALLS AND E-MAILS TO OFFICE OF PRIVACY PROTECTION 7/09-6/10



PRACTICES: privacy practices & privacy laws. COPP: questions about Office, requests for speaker. ONLINE: phishing, personal info online, etc. UNSOLICITED COMMUNICATIONS: telemarketing, junk faxes/mail, spam. OTHER: general privacy concerns & non-privacy issues. Total is >100%, as a contact may raise more than one issue.